

ABSTRACT

The present invention provides an improved product holding and dispensing package and an improved method for providing, holding and storing products, especially consumable products. The package includes a housing, a product insert and a wrapper that initially seals the outside of the housing. The housing includes an opening that enables a consumer to remove and reinsert the insert from and into the housing. When the consumer removes the insert from the housing, the consumer can remove one or more products from the insert. A compartment that holds the one or more removed products is constructed to hold its shape even after the product is removed so that the insert as a whole maintains its shape even when the insert is partially or substantially empty. The insert in a preferred embodiment slightly press-fits or biases against a number of the walls of the housing.